

Supervisors

Susan Gleason

Return and Confidentiality of Materials for
25 Display Test (ML) #837783

September, 1983

Upon completion of this study, it is absolutely imperative that all of the Marlboro 25's ads, terminated placements, un-used questionnaires, and other study materials including instructions be returned to MISI. Your work will be considered incomplete, and therefore not paid for, unless this procedure is followed.

During mall hours, the above-mentioned materials and importantly the product, are not to be left unattended, nor are they to leave the interviewing area at any time. All materials pertaining to this study are to be kept in one place, accessible only to personnel directly involved with the test.

To facilitate your implementation of this procedure we have pre-numbered your questionnaires from 1 to 70. All 70 of these questionnaires, completed or not, are to be returned. Additional screening pages have been enclosed for your use.

Please apprise your interviewers of these requirements.

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